

Awareness on Impact of Social Networking Among Women Library Professionals in Tamilnadu

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ABSTRACT

Social networking, has a greater role in information communication technologies, have influence among the library professionals' in their professional carrier development. In order to identify the influence among the women library professions, 150 questionnaire distributed among the women professionals working in three regions namely Coimbatore, Madurai and Trichi. Out of 150, 123 were received and the response rate is 82.0%. Social networking has a tool and purpose. Ten different social network tools were identified and the use of these tools were obtained using scale never, rarely, sometimes, frequently and always. blogging (Twitter, Weblogs), Discussion groups (Google/Yahoo! Groups) and Listservs (Lisforum, Nmlis) were the first three preferences among the women professionals irrespective of region. Least preferences were given for Social book marking/aggregating (Delicious, FriendFeed) and RSS feeds. The use of social networking was indicated women LIS professionals irrespective of region were "To keep in touch with old friends"; "Get to know someone" and "Provides a platform for discussing the professional issues" has the first three preferences. The least preferences were given for "Facilitates to make important decision", "It is an opportunity to interact with friends and experts" and "Resolve disagreements".

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INTRODUCTION

The technological advances and increased use of the Internet in recent years have led to a communication revolution as well as empowered the lifestyle of individual users.

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The environment paved way to communicate and connect with each other. Social networking is a current trend in this environment. Today ICT awareness includes social media awareness. New competencies are required in a rapidly changing environment in order to maintain competitive edge and work effectively. Professional development occurs when people seek to improve their job competencies.

Information needs is a personal and depends upon unconscious conditions. Taylor (2008) articulated four levels of information need that an individual passes through before he or she makes formal encounters with an information professionals. These levels are visceral need, conscious need, formalized need and compromised need. Information need is an individual or groups desire to locate and obtain information to satisfy a conscious need or unconscious need. With advancement in technology, however, librarians are also turning to social media to meet their professional needs (Martine, 2008; Ezeani, 2010; Olasina, 2011). Social media applications offer boundless opportunities for users to learn while also contributing to the knowledge of others.

1.1 Social Media

Social networking sites are defined by Boyd and Ellison (2007) as web-based services that allow individuals to construct a public or semi-public profile with in a bounded system; articulate a list of other users with whom they share a connection with and view and traverse their list of connections and those made by others within the system.

Social networking sites can be divided into two types such as Public social networking sites and Internal social networking sites. (Rooksby et al 2009). Public social networking sites such as Facebook, Twitter, and LinkedIn are run by commercial providers and are often free.

The social networking sites started to become popular in the Mid 1990's. One of the first social networking sites Classmates was initiated in 1995. LinkedIn, founded in May 2003, allowed professions to created their own profiles as well as invite other professions to be part of their networks. It also enables expertise requests as well as job posting. MySpace, launched in 2003, allows to build, share and launch ones one multimedia and as well as invite friends with mutual interest.

You Tube, founded in 2005, allows individuals to post video clips of music, speeches and other narrative incidents. Facebook, a most popular social network extensively used by majority of the users not only using computers but also in their mobiles. Twitter, a micro-blogging site, enables friends, family and co-workers to communicate and stay connected through the exchange of quick, frequent chat with one another. It has benefits and risk while using in workplaces.

Kaplan & Haenlein (2010) define social media as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0. Such applications allow users to interact freely, share and discuss information using a multimedia mix of personal words, pictures, video and audio. Curtis (2011) affirms that social media appear in many forms including blogs and microblogs, forums and message boards, social networks, wikis, virtual worlds, social bookmarking and video sharing. Kaplan & Haenlein (2010) went further to classify social media into six broad categories; blogs (e.g. twitter), collaborative projects (e.g. Wikipedia), social networking sites (e.g.

Facebook), content communities (e.g. YouTube), virtual social worlds (e.g. Second Life), and virtual game worlds (e.g. World of Warcraft).

1.2 Review of Literature

Lin (2002) states that online social networks enhance the flow of information hence the individuals in online networks gain information about opportunities and choices that otherwise would not be available for them. This has been made possible through social media which enables interaction in virtual space without the constraints of time and geographic boundary.

Emery (2008) notes that Librarians who participate in social media are likely to know what their colleagues in other institutions are working on and can easily identify services and applications that can be localized more readily to their own work environment.

Zakaria et al (2010) believes that social media applications have already being accepted by young generations as a platform to socialize, collaborate and learn in an informal and flexible manner although their level of involvement and contribution varies significantly.

Curtis (2011) opines that social media encourage people to create new knowledge and share it across their online communities. People are, therefore, exposed to an ever greater variety of viewpoints and ways of looking at the world.

Blackwell, Sheridan, Instone, Schwartz and Kogan (2009) acknowledge that social media can be used to capture tacit knowledge, which can aid the rapid resolution of problems, by providing employees with a mechanism to quickly and efficiently access the expertise of many users. According to Gruber (2008), librarians would gain advice and expertise on issues that arise in their professional work as a result of their interactions on social media.

1.3 Objectives

The objectives of the study are

1. To identify the views of the women professionals in regard to Social networking tools in the working environment.
2. To explore the use of social networking tools by the female LIS professionals.
3. To identify the effectiveness in use and applications of social networking tools.
4. To explore the ways to enhance the library services using social network tools.
5. To identify whether similar opinion persist among the professionals working in institutions of different Regions
6. To study whether ICT has influenced professional development

1.4 Hypotheses

Based on the objectives the following hypotheses were formulated.

- There exist significant differences in the purpose of ICT among the women LIS professionals irrespective of designation, experience and domain of institutions.
- There is no significant difference in their opinion in regard to the utility of ICT among the Women LIS Professionals irrespective of designation, experience and domain of institutions.

- There exist barriers in ICT implementation in implementing in academic institutions

DATA ANALYSIS

The impact of social networking tools has an association with factors such as Opinion, Purpose, and Barriers. These factors put together will enhance the use social media. A well-structured questionnaire was distributed among the library and information science professionals working in higher educational institution libraries in three regions namely Madurai, Trichy and Coimbatore, in Tamil Nadu in India. Their opinions were obtained and analyzed using the SPSS Software.

2.1 Distribution of Questionnaire

There exist number of higher educational institutions in different domain such as Arts & Science, Engineering and Technology, Medical sciences and other domain institutions. Towards a pilot study 30 questionnaires each were distributed to Arts & Science and Engineering women professionals. Similarly, 40 questionnaires were distributed among women professionals working in Medical institutions and 50 questionnaires were distributed among women professionals working in different domains. The responses received from each domain has also shown in table 1 The percentage thus calculated between received and distributed in each domain is shown in table.

Table – 1: Distribution of Questionnaire

S. No	Domain	Distributed	Responses	%
1	Arts and Science	30	20	66.67%
2	Engineering	30	27	90.00%
3	Medical	40	33	82.50%
4	Others	50	43	86.00%
Total		150	123	82.0%

Out of the 150 questionnaire distributed 123 were received and the response rate is 82.0%. More over it can be seen that 66.67% of responses were received from Arts and Science, 90% from Engineering and Technology, 82.50% from medical institutions and 86.0% from other domain professionals.

2.2 Demographic Details

The demographic details of the respondents of domain specific were shown in Table 2.

Table – 2: Demographic Detail of Respondents

Sl. No	Description	Arts and Science	Engineering	Medicine	Others	Total
Designation						
1	Librarian	8 (6.5)	18 (12.5)	17 (13.8)	10 (8.1)	53 (43.1)
2	Others	12 (9.8)	9 (7.3)	16 (13.0)	33 (26.8)	70 (56.9)

Age						
1	>30	1 (0.8)	1 (0.8)	7 (5.7)	1 (0.8)	10 (8.1)
2	31- 40	7 (5.7)	10 (8.1)	11 (8.9)	20 (16.3)	48 (39.0)
3	41-50	6 (4.9)	3 (2.4)	3 (2.4)	14 (11.4)	26 (21.1)
4	above 51	6 (4.9)	13 (10.6)	12 (9.8)	8 (6.5)	39 (31.7)
Experience						
1	below 5	11 (8.9)	7 (5.7)	7 (5.7)	12 (9.8)	37 (30.1)
2	6-10	1 (0.8)	2 (1.6)	9 (7.3)	21 (17.1)	33 (26.8)
3	11-15	4 (3.3)	0 (0.0)	14 (11.4)	8 (6.5)	26 (21.1)
4	16-20	4 (3.3)	12 (9.8)	1 (0.8)	2 (1.6)	19 (15.4)
5	21 above	0 (0.0)	6 (4.9)	2 (1.6)	0 (0.0)	8 (6.5)
Type of management						
1	Government colleges	6 (4.9)	4 (3.3)	3 (2.4)	4 (3.3)	17 (13.8)
2	Aided colleges	2 (1.6)	1 (0.8)	8 (6.5)	4 (3.3)	15 (12.2)
3	Self -Financing	12 (9.8)	22 (17.9)	22 (17.9)	35 (28.5)	91 (74.0)
Region						
1	Coimbatore	9 (7.3)	9 (7.3)	17 (13.8)	20 (16.3)	55 (44.7)
2	Madurai	5 (4.1)	5 (4.1)	8 (6.5)	13 (10.6)	31 (25.2)
3	Trichi	6 (4.9)	13 (10.6)	8 (6.5)	10 (8.1)	37 (30.1)
Total		20 (16.3)	27 (22.0)	33 (26.8)	43 (35.0)	123 (100.0)

There are 55 (44.7%) respondents from Coimbatore region. It is followed by 37 (30.1%) respondents are from Trichi and remaining 31 (25.2%) were from Madurai. There are 53 (43.1%) responses received from Librarians and 70 (56.9%) are other librarian professionals. Out of 53 librarians, 8 (6.5%) were from Arts and Science institutions. It is followed by 18 (12.5%) from engineering institutions, 17 (13.8%) from medical institutions and 10 (8.1%) from other institutions. Based on their age the respondents are divided into 4 groups such as below 30 (10, 8.1%), 31 to 40 (48, 39.0%), 41 to 50 (26, 21.1%) and above 51 (39, 31.7%) years. The data were collected from Women Librarians and other Library

Professionals only. Out of 123 responses received, 37(30.1%) are having experience less than 5 years. It is followed by 33 (26.8%) are between 6 and 10 years of experience, 26 (21.1%) are between 11 and 15; 19(15.4%) are between 16 and 20 and 8 (6.5%) were 21 years and above

2.3 Use of Social Networking Tools

In order to ascertain the use of social networking tool among the women professionals, the respondents were asked to response to nine variables namely Blogging (Twitter, weblogs); Audio/video sharing/ webcasting (Flickr, Skype, YouTube); Email/instant messaging/chat; Discussion groups (Google/Yahoo! Groups); Listservs (Lisforum, Nmlis); RSS feeds; Wikis (Wikipedia, LISWiki); Social book marking/aggregating (Delicious, FriendFeed); Social networking (Orkut, Face book) and Content management systems (Drupal, Joomla) in a five point scale such as never, rarely, sometimes, frequently and always. The mean and standard deviation were calculated based on the responses. Ranks were assigned based on mean and standard deviation. The responses on a five-point scale, mean, standard deviation and rank were shown in table 3.

Table – 3: Social Networking Tools

Sl. No.	Description	Never	Rarely	Sometimes	Frequently	Always	Mean	Std	Rank
1	Blogging (Twitter, weblogs)	2 (1.6)	6 (4.9)	14 (11.4)	42 (34.1)	59 (48.0)	4.22	.946	1
2	Audio/video sharing/ webcasting (Flickr, Skype, YouTube)	11 (8.9)	26 (21.1)	4 (3.3)	58 (47.2)	24 (19.5)	3.47	1.270	6
3	Email/instant messaging/chat	1 (0.8)	19 (15.4)	27 (22.0)	64 (52.0)	12 (9.8)	3.54	.899	5
4	Discussion groups (Google/Yahoo! Groups)	0 (0.0)	2 (1.6)	20 (16.3)	56 (45.5)	45 (36.6)	4.17	.754	2
5	Listsers (Lisforum, Nmlis)	3 (2.4)	10 (8.1)	17 (13.8)	38 (30.9)	55 (44.7)	4.07	1.065	3
6	RSS feeds	29 (23.6)	35 (28.5)	18 (14.6)	29 (23.6)	12 (9.8)	2.67	1.327	10
7	Wikis (Wikipedia, LISWiki)	5 (4.1)	11 (8.9)	24 (19.5)	51 (41.5)	32 (26.0)	3.76	1.064	4
8	Social book marking/aggregati ng (Delicious, FriendFeed)	25 (20.3)	35 (28.5)	21 (17.1)	29 (23.6)	13 (10.6)	2.76	1.308	9
9	Social networking (Orkut, Face book)	28 (22.8)	23 (18.7)	23 (18.7)	32 (26.0)	17 (13.8)	2.89	1.384	8

10	Content management systems (Drupal, Joomla)	13 (10.6)	17 (13.8)	27 (22.0)	40 (32.5)	26 (21.1)	3.40	1.259	7
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The mean value of all the variables ranges between 2.67 and 4.22 which indicates that all the social media tools are used sometimes or frequently and always. The standard deviation value ranges between 0.754 and 1.384 indicates that there was no deviation in the respondents' opinion. Among the ten social media tools, the respondents were given blogging (Twitter, Weblogs) has their first preferences. It is followed by Discussion groups (Google/Yahoo! Groups) and Listservs (Lisforum, Nmlis). Least preferences were given for Social book marking/aggregating (Delicious, FriendFeed) and RSS feeds.

The study has further been extended to region wise such as Coimbatore, Madurai and Trichi. The mean value and standard deviation were calculated based on the opinion. Ranks were assigned based on mean and Standard deviation. The region wise mean, standard deviation and rank were shown in table 4 along with overall ranking

Table – 4: Social Networking Tools vs Region

Sl. No.	Description	Coimbatore			Madurai			Trichi			Total		
		Mean	Std.	Rank	Mean	Std.	Rank	Mean	Std.	Rank	Mean	Std.	Rank
1	Blogging (Twitter, weblogs)	4.15	.970	1	4.26	.965	1	4.30	.909	2	4.22	.946	1
2	Audio/video sharing/ webcasting (Flickr, Skype, YouTube)	3.45	1.245	6	3.81	1.302	4	3.22	1.250	7	3.47	1.270	6
3	Email/instant messaging/chat	3.44	.996	7	3.68	.909	6	3.59	.725	5	3.54	.899	5
4	Discussion groups (Google/Yahoo! Groups)	4.05	.826	2	4.10	.700	3	4.41	.644	1	4.17	.754	2
5	Listserve (Lisforum, Nmlis)	4.04	1.053	3	4.13	1.056	2	4.08	1.115	3	4.07	1.065	3
6	RSS feeds	2.64	1.393	10	2.84	1.344	10	2.59	1.235	9	2.67	1.327	10
7	Wikis (Wikipedia, LISWiki)	3.75	1.092	4	3.77	1.023	5	3.78	1.084	4	3.76	1.064	4
8	Social book marking/aggregating (Delicious, FriendFeed)	2.82	1.376	8	2.90	1.300	9	2.54	1.216	10	2.76	1.308	9
9	Social networking (Orkut, Face book)	2.73	1.353	9	3.10	1.578	8	2.97	1.258	8	2.89	1.384	8
10	Content management systems (Drupal, Joomla)	3.51	1.200	5	3.26	1.365	7	3.35	1.274	6	3.40	1.259	7

The mean value of Coimbatore region for all the variables ranges between 2.64 and 4.15 which indicate that all the social media tools are used sometimes or frequently and always. The standard deviation value ranges between 0.826 and 1.393 indicates that there was no deviation in the respondents' opinion. Among the ten social media tools, the respondents were given blogging (Twitter, Weblogs) has their first preferences. It is

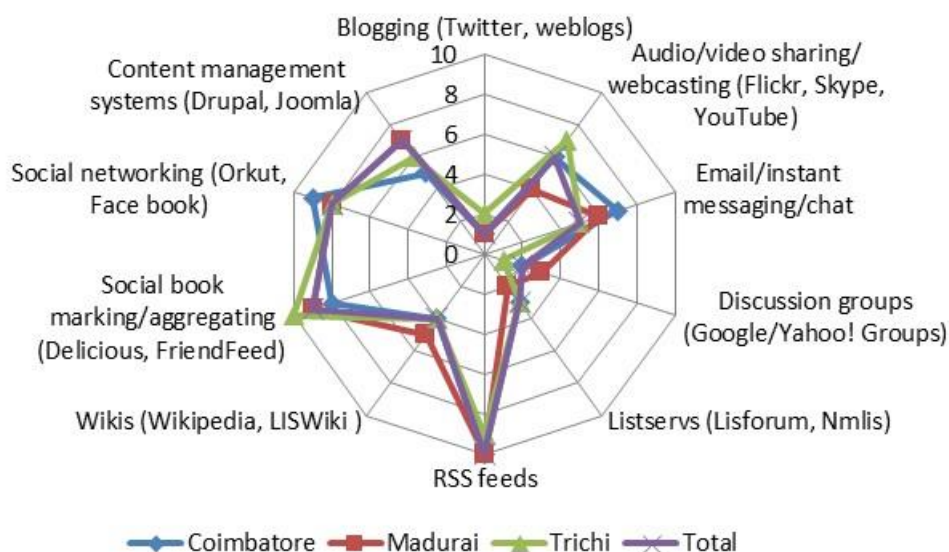
followed by Discussion groups (Google/Yahoo! Groups) and Listservs (Lisforum, Nmlis). Least preferences were given for Social book marking/aggregating (Delicious, FriendFeed) and RSS feeds.

In the case of Madurai, the mean value of all the variables ranges between 2.84 and 4.26 which indicate that all the social media tools are used sometimes or frequently and always. The standard deviation value ranges between 0.700 and 1.578 indicates that there was no deviation in the respondents' opinion. Blogging (Twitter, Weblogs) indicated has their first preferences. It is followed by Listservs (Lisforum, Nmlis) and Discussion groups (Google/Yahoo! Groups). Least preferences were given for Social book marking/aggregating (Delicious, FriendFeed) and RSS feeds.

Trichi women professionals gave their preference to Discussion groups (Google/Yahoo! Groups); Blogging (Twitter, weblogs) and Listserve (Lisforum, Nmlis). The mean value of all the variables ranges between 2.54 and 4.41 which indicate that all the social media tools are used sometimes or frequently and always. The standard deviation value ranges between 0.644 and 1.274 indicates that there was no deviation in the respondents' opinion.

It can be inferred that the women professionals were given preferences for Blogging, Listservs and Discussion groups as there social networking tools.

Fig – 1: Social Networking Tools



The cluster analysis also carried out for the social networking tools and dendrogram thus derived were shown in figure 2.

It can be seen from the figure that at 90% level two clusters were formed. The first cluster contains seven variables such as Blogging (Twitter, weblogs); Audio/video sharing/webcasting (Flickr, Skype, YouTube); Email/instant messaging/chat; Discussion groups (Google/Yahoo! Groups); Listservs (Lisforum, Nmlis); Wikis (Wikipedia, LISWiki); and Content management systems (Drupal, Joomla). It can be named as primary social network tools.

RSS feeds; Social book marking/aggregating (Delicious, FriendFeed); Social networking (Orkut, Face book) formed as second cluster and the same can be named as secondary social network tools.

8	Exchange of confidential or sensitive information	21 (17.1)	2 (1.6)	45 (36.6)	17 (13.8)	38 (30.9)	3.40	1.389	6
9	To keep in touch with old friends	0 (0.0)	1 (0.8)	19 (15.4)	42 (34.1)	61 (49.6)	4.33	.763	1
10	Time saving	17 (13.8)	13 (10.6)	12 (9.8)	27 (22.0)	54 (43.9)	3.72	1.463	5

The mean value of all the ten variables ranges between 1.86 and 4.33. The mean value of the variables to keep in touch with old friends; get to know someone and Provides a platform for discussing the professional issues were 4.33, 4.32 and 4.05 which indicates these two opinions were strongly agreed by the respondents. The variables facility to make important decision (mean value 1.86); resolve disagreements (mean value 2.32); it is an opportunity to interact with friends and experts (mean value 2.42) were either strongly disagree and disagree by the respondents. The standard deviation ranges between 0.644 and 1.463 in a five-point scale which indicates that there is no significant deviation in their opinion.

The women professionals were indicated “To keep in touch with old friends”; “Get to know someone” and “Provides a platform for discussing the professional issues” has the first three preferences. The least preferences were given for “Facilitates to make important decision”, “It is an opportunity to interact with friends and experts” and “Resolve disagreements”.

The study has further been extended to region wise such as Coimbatore, Madurai and Trichi. The mean value and standard deviation were calculated based on the opinion. Ranks were assigned based on mean and Standard deviation. The region wise mean, standard deviation and rank were shown in table 6 along with overall ranking.

Table – 6: Purpose of Using Social Networks

Sl. No	Description	Coimbatore			Madurai			Trichi			Total		
		Mean	SD	Rank	Mean	SD	Rank	Mean	SD	Rank	Mean	SD	Rank
1	Provides a platform for discussing the professional issues	4.15	.891	3	4.10	1.326	3	3.86	1.159	4	4.05	1.093	3
2	Help to improve the professional developments	2.45	1.399	8	2.52	1.338	7	2.32	1.226	8	2.43	1.325	7
3	Help to update the knowledge	3.71	1.436	4	3.58	1.259	5	4.08	1.140	3	3.79	1.314	4
4	It is an opportunity to interact with friends and experts	2.49	1.318	7	2.39	1.430	8	2.35	1.184	7	2.42	1.299	8
5	Resolve disagreements	2.29	1.197	9	2.52	1.338	7	2.19	1.151	9	2.32	1.217	9
6	Facilitates to make important decision	1.93	.604	10	1.71	.693	10	1.89	.658	10	1.86	.644	10
7	Get to know someone	4.22	.975	2	4.23	.845	1	4.54	.730	1	4.32	.881	2
8	Exchange of confidential or	3.47	1.399	6	3.45	1.524	6	3.24	1.278	6	3.40	1.389	6

	sensitive information												
9	To keep in touch with old friends	4.40	.655	1	4.13	.885	2	4.38	.794	2	4.33	.763	1
10	Time saving	3.62	1.581	5	4.03	1.251	4	3.59	1.443	5	3.72	1.463	5

The women professionals were indicated “To keep in touch with old friends”; “Get to know someone” and “Provides a platform for discussing the professional issues” has the first three preferences irrespective of region. However, the order of preferences was interchanged between the region. The least preferences were given for “Facilitates to make important decision”, “It is an opportunity to interact with friends and experts” and “Resolve disagreements”.

CONCLUSION

Library Professionals must have a positive approach towards ICT applications and services in Libraries, but majority do not have the opportunities to develop their skills and competencies in their work environment. To develop competitive personnel in a technologically advanced world, high priority must be given to develop competence in ICT applications, library management and soft skills in library professionals, by the University administrators and Library associations. New competencies are required in a rapidly changing environment in order to maintain competitive edge and work effectively. Professional development occurs when people seek to improve their job competencies.

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